

HOUGHTON & SIMONDS

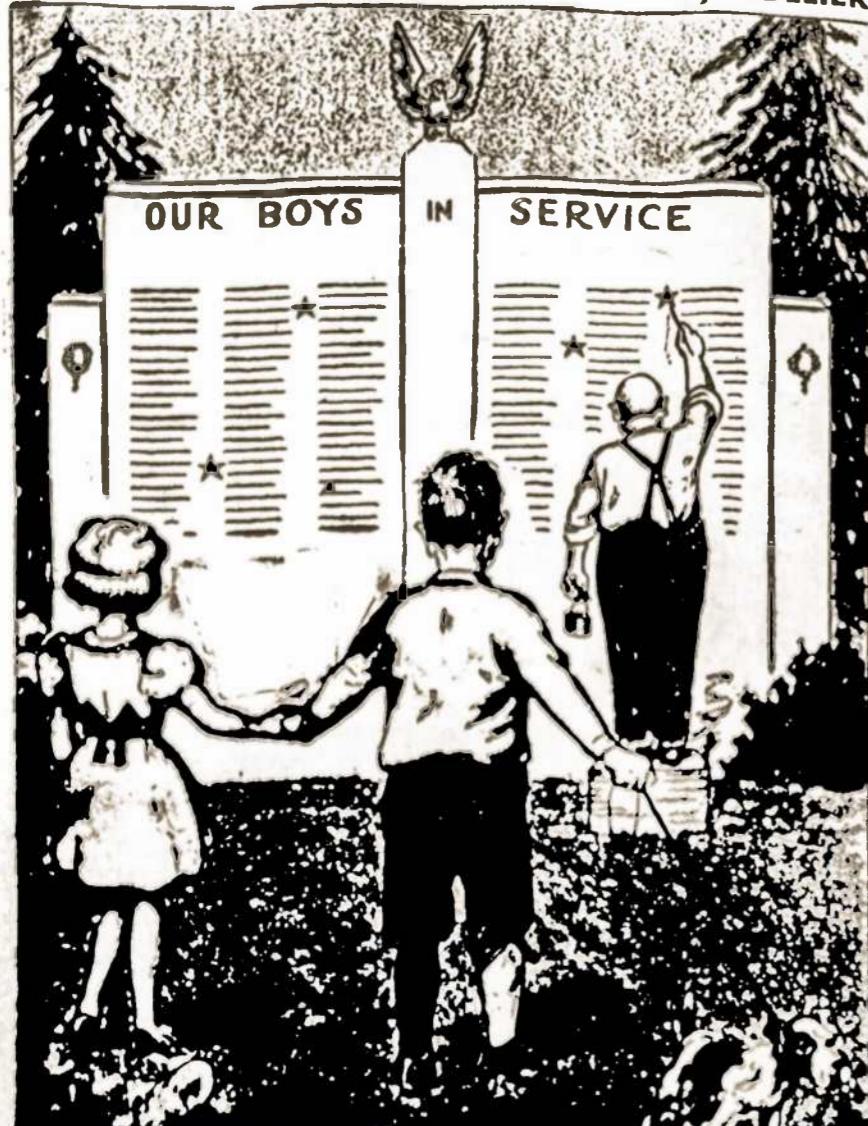
BRATTLEBORO

Cool as a Fresh Breeze

Here is one of our new Sacony suits, tailored of the famous Palm Beach cloth—soft and lightweight. Cleanable. Wrinkle-resistant and long-wearing. In the most important summer colors. 22.50



"That Freedom Shall Not Perish" - By COLLIER



TRY PRESS CLASSIFIED ADS

To the People of this Community

This is a home front communiqué on the most vital war action now in progress in every community of the land—the Fifth War Loan.

We are advancing on a day-by-day basis. However, we must make certain that we reach and pass our goal by July 8. This is the day when

if every one of us puts something extra of ourselves into the fight

No one needs to remind you that it is an American trait to go into a sprint with the goal in sight.

We started this push June 12. Reports from every city and town in America tell us that the number of individuals buying their War Bonds today has reached an unprecedented total. We all know that in addition to numbers we need fire power. Your extra War Bond is absolutely essential. The greater the stockpile of War Bonds, the easier it will be for us to get this war over.

Our men in our boys are waging a life-and-death struggle. Every additional War Bond you buy will play its part in the outcome. Last month's War Bond, last week's War Bond, yesterday's War Bond are already in the embattled foxholes. Today is another day for the home front just as today is another day for the boys on the battlefronts.

THE EDITOR.

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THE EDITOR.

TOWN TOPICS

Miss Betty Jean Purrington of Birnam Road is attending the O-At-Ka Conference at Sebago, Maine, as a delegate from Smith College. The O-At-Ka Conference is sponsored by the Student Christian Movement of New England. About 200 - 300 students from all colleges in New England are expected to attend.

Miss Gertrude Murray of South Vernon graduated recently from Bennington, Vt., High school.

Mr. and Mrs. Robert M. Moore and family of Philadelphia have arrived to occupy their cottage in Mountain Park for the summer.

Northfield has experienced several heat waves, thunder and lightning storms and heavy rains thus far this season. High winds have broken many branches from trees.

A son, Edward Gould, was born at the Franklin County hospital on Saturday, June 17, to Mr. and Mrs. W. Howard Niblock of Mount Hermon; grandson of Mrs. E. R. Niblock of Wellesley and E. E. Gould of Newburyport.

The Eastern Star chapter is planning a public supper at the town hall to be held shortly.

In the severe lightning storm of last Friday evening the Martineau house in South Vernon occupied by Mr. and Mrs. Gerald Barnes was struck but no damage was done.

Louis M. Abbey of Warwick Ave. has been sworn in as a member of the Northfield Rationing Board and is assigned to "community service".

Mrs. Jerome Rutherford of Hartford and Miss Janet Voorhies of Windsor have been recent guests of their grandmother Mrs. William Voorhies at her summer home in Pine Grove.

Mrs. Louise Barnes LaBella has returned to her home here after a visit with friends and relatives in eastern Massachusetts. She visited many historical shrines in her pilgrimage.

The Friendly class met at Alexander hall Monday evening and after a business session engaged in the making of Red Cross surgical dressings.

The committee in charge of the Movies at the town hall on Friday evenings extend an invitation to all service men in uniform to be their guests when at home on leave or furlough.

On Sunday the 18th the family of Mr. and Mrs. P. C. Speers, former residents of this town gathered at the hotel for a reunion.

With them were their daughters Marjory and Constance, the latter a cadet nurse at St. Luke's hospital in New York, also their sons, Michael and Pvt. P. C. Speers of the 12th air corps who is on a three weeks' furlough, and who has participated in the engagements at Salerno and Anzio, receiving two gold stars.

Miss Harper has arrived in Northfield and is preparing the Virginia Fresh air camp for use this summer. Again groups of girls from New York city will be entertained at the camp.

Rev. and Mrs. Ellis Jones are now occupying their home in Vernon, which is the parsonage of the Vernon Union church.

The unusually good photo of Mr. and Mrs. Moody in this issue is the excellent work of the photographer: Thank you Mr. Pearsall.

It is said that 144 former pupils of the Northfield High school are serving their country in the armed forces.

Rev. J. C. Allen, minister of the Unitarian church at Bernardston has resigned and will retire after fifty years of service. With his family he will remove to Geseo, Ill. A farewell luncheon will be given him at All Souls church in Greenfield on Monday, June 26.

The members of the W C T U were entertained at the home of Mrs. D. B. Tomkins on Winchester Road on Wednesday afternoon. After a regular meeting there was a picnic party.

The many friends of Mrs. Roy R. Hatch of Birnam road are greeting her, upon her return from the hospital after a serious illness. She is much improved.

Mrs. Russell Durgin has returned to her home in New Haven after five weeks in the hospital where she underwent an operation. She is gradually improving.

With the meeting of the registrars at the town hall on Wednesday last, the last opportunity to enroll new voters has passed for the primaries on Tuesday, July 11.

Announcement of the engagement of Miss Joyce Estelle Cutler and Courtland Ernest Dunklee of South Vernon. Dunklee is a graduate of Mount Hermon and has just completed his second year at the New England school of theology. He expects to enter the ministry. No date has been set for the wedding.

The Historical Society will open the museum for the public early in July. Many new articles have been added to the collection which will be of interest to all. The society is located in the old Pine St. school building.

Miss Katherine MacKay of Wells college in New York State was a visitor in town for a few days last week. She visited the Seminary campus.

Miss Ethel Allen of Greenfield has opened her cottage in Mountain Park and it is available for rental. Phone 536.

Miss Althea Churchill, daughter of Mr. and Mrs. Winston Churchill of South Vernon graduated from Becker Junior college in Worcester on Friday the 16th.

VOTE FOR

Gerald D. Jones X

of Amherst

for State Senator

Franklin-Hampshire District

Republicans Primaries, Tues., July 11

Grad. of Massachusetts State College

Former Member of State Legislature,

1935-36

Selectman of Amherst for Seven Years

Trustee of Amherst Savings Bank

Member New Eng. Lumbermen's Asso.

Successful Businessman - Farmer

Lumberman

FRED D. HAWLEY, Amherst, Mass.

For information call

CHARLES B. OLDS

Winchester Road

East Northfield

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BARBER SHOP

in

BOOKSTORE BLDG.

NOW OPEN

Hours daily except

Thursday, 8:30-6

Saturdays, 8:30 to 12

PETER SKIB

Radios Repaired

at reasonable rates

Harold Lord

Winchester Rd. Tel. 823

BUY MORE WAR BONDS

CLASSIFIED

RATES — First insertion, not more than 25 words, 25 cents. Three times, 50 cents. Cash with copy.

FOR RENT OR SALE: At a low price, attractive bungalow, five rooms, electricity, bath, fireplace. Usable May to November. Large lot located on the Ridge. Address owner, L. L. B., care of the Press. 5-23-3p

FOR SALE: A baby's high chair in excellent condition. Can be seen at the Attic Outlet. 6-23-1t

WANTED: A doll carriage, a kiddie car or tricycle suitable for three year old child. Telephone and description to Northfield 547.

FOR SALE: Trunks, suitable for packing cases—just the thing to put in your attic to store goods. 6-23-1t

ADVERTISE IT IN THE PRESS

THE NORTHFIELD PRESS

NORTHFIELD, MASS.

WILLIAM F. HOPKIN

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by Transcript Press, Athol

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Typewriters Rented, Sold,
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are symbols of happiness
— what a world this
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Winchester Road
East Northfield

BARBER SHOP
in
BOOKSTORE BLDG.

NOW OPEN

Hours daily except

Thursday, 8:30-6

Saturdays, 8:30 to 12

PETER SKIB

5th War Loan

PARAOUNT

BRATTLEBORO

Sun., Mon., Tues. June 25-27

"SHOW BUSINESS"
Eddie Cantor
George Murphy

Wed. - Thurs., June 28-29

"Sweethearts Of U.S.A."

Una Merkel

"Waterfront"

Fri.-Sat., Jun. 30, July 1

"THEY LIVE IN FEAR"

Otto Kruger - Clifford Sevora

"Texas Kid"

Published Every Friday

by Transcript Press, Athol

Advertising Rates Upon Application

Subscription: \$1.00 a year

THE NORTHFIELD PRESS

LeMay Furniture Co., Inc.

Modern Home Furnishers — Finest Home Furnishings as Seen in the Better Home Magazines. Efficient Deliveries to this Entire Trade Field.

FINE HOMES DEMAND FINE FURNITURE and it is to this end that the LeMay Furniture Co., conveniently located at 26 Davis St., (facing Ames), Greenfield, has devoted itself. For several years the LeMay Furniture Co., Inc., has been well known and appreciated by not only the people of Greenfield but of neighboring communities.

This complete home furnishings store features Quality, Style and Service at prices that are moderate and as a consequence many families just simply visit here for their every purchase in this line.

It matters not whether it is a room you desire to furnish, the whole house or just an occasional piece or two for the SUMMER that you want, you can secure it here. You will find character and personality in the suites at the LeMay Furniture Co., Inc. Distinctiveness in design, woods and finishes is reflected in every last piece. JUNE BRIDES—in selecting at this leading store will really be enthused at the Quality offerings.

Colodny's

QUALITY AND STYLE AT MODERATE PRICE

Misses' and Women's Ready-to-Wear Apparel. Play Suits—Slack Suits—Slacks—Shorts—Sun Shorts and other Sports Items. SMART SEASONAL ACCESSORIES.

Numbered among Greenfield's leading specialty shops is Colodny's conveniently located at 134 Main Street, Greenfield, catering to Misses and Women's ready-to-wear. At this smart specialty shop a well chosen selection of Distinctive Dresses, Suits, Sportswear and Coats is offered.

At Colodny's the policy is to seek in their selections that certain mark of exclusiveness and individuality of pattern and quality—they have won a reputation for this that extends for miles around—moderate prices, too.

One of the most important considerations in the selection of Misses' Juniors' and Matrons' apparel is that the personnel be well versed in the appropriate attire fitting with the personality of the individual. At this inviting specialty store an effort is made to assist in the selection garments and accessories which really do become the individual.

At this time an especially fine line of distinctive SUMMER dresses, suits, coats and sportswear that reflect the most advanced offerings will be found here.

In this Greenfield Business Review the writer is pleased to once again point out such a fine specialty store as Colodny's in Greenfield and extends an invitation to visit their fine showing of the FINEST in FASHIONS LATEST FASHIONS.

Visit Colodny's this week-end and take advantage of their final markdown on Spring Coats and Suits—Below CEILING PRICES now in effect. For the Time-Honored GRADUATION AND JUNE WEDDING EVENTS COLODNY'S selections are most appealing.

Madelene T. Nichols

Established 1919

Real Estate and Insurance ATTRACTIVE LISTINGS IN NORTHFIELD AND VICINITY

Inquiries Welcomed

With office centrally located at 37 Federal Street, Greenfield, Tel. 9738, Madelene T. Nichols is a reputable realty specialist with a background of 25 years in this respective field. She specializes in real estate and her operations are by no means confined to Greenfield but extend for miles around in surrounding towns and neighboring states. Madelene T. Nichols has on her list some very fine properties in Franklin and other countries. For real bargains in real estate and with the gradual national upturn in the real estate market now is the ideal time to purchase well selected real estate.

Real estate like insurance when purchased properly and at the right time is a very sound investment. The scope of Madelene T. Nichols' realty offerings includes city homes, farms, tourist homes, factory sites, lake property, business properties, rentals, property management and appraisals.

In this our Greenfield review the writer is pleased to once again number Madelene T. Nichols and says her fine reputation as a reliable dealer in real estate has been built upon the basis of integrity and fair dealing with all. Remember her realty offerings in Northfield and vicinity are attractive.

Yetter, the Florist

(A Greenfield Institution)

40 Years in Business

Flowers for all occasions. Potted and Novelty Plants. Wedding Bouquets and Corsages artistically arranged—Funeral Designs. Dish Garlands—Selective Assortment of Floral Pottery.

Yetter, the Florist, located in the Heart of Greenfield, at 226 Main Street, Tel. 5652 or 9777, serves Greenfield and surrounding communities with flower offerings of superior beauty—the stock displayed compares favorably with that of any dealer in point of artistic character.

Yetter, the Florist, is prepared to furnish and advise you as to the most appropriate arrangements suitable for whatever the occasion might be. They are in a position to give prompt and satisfactory service in the sending of flowers to those you wish to remember in distant cities. (Funeral, Anniversaries, JUNE Bridals, Commencements, Graduation, Birthday, etc.)

Pay this unique shop a visit when shopping in Greenfield. Your order will be promptly taken care of, and we are sure you will be thoroughly satisfied with the service rendered.

Remember, flowers and potted plants have a place in the home at all seasons of the year. Buy Flowers for MORALE—Buy BONDS for VICTORY.

An Expression of Appreciation

We, the undersigned Business and Professional Firms of Greenfield, take this opportunity to Express our Thanks and Appreciation to Our Friends and Customers in Northfield and the County, for the Business we have received in the past. Hoping to serve you in the future, we at this time, through the medium of this 37th years established newspaper, circulating in our trade area, extend a cordial welcome to our place of business, and assure you of our fullest co-operation and service at all times. Best Wishes for a VICTORIOUS 1944.

Harold B. Allen

Specialists in Auto and Truck Maintenance; Authorized International Truck Sales and Service — $\frac{1}{2}$ to 10 ton — A Size for Every Need; Genuine Replacement Parts — DeLuxe Oil Filters.

Attention Truck Operators! Harold B. Allen offers the finest in all classes of truck repairs — smallest repair to a complete overhaul job. Cylinder re-boring a specialty; equipped with the Van Norman machine which is especially designed for this work.

Harold B. Allen located at 409 Federal St., Greenfield is well known throughout Franklin County. He offers the motorists a dependable mechanical service on all makes of cars and trucks. A well managed, well equipped garage is a real asset to any community — especially today when automobiles are so important in the transportation life of the community.

Harold B. Allen greatly aids HOME DEFENSE as many of our readers today are engaged in industrial work that is vital to our defense program. In getting to and from their jobs

these people require periodical car servicing and it is to this end in large measure that Harold B. Allen has devoted his work.

There is a great satisfaction in leaving your car at a garage where you absolutely know you will get reliable service. If you need a new part you know that at Harold B. Allen's garage you will get a part of the highest quality, exactly the right size and that it will be correctly installed. This complete auto machine shop features accurate valve grinding, piston and ring jobs, perfect adjustments — brief you know at Harold B. Allen's garage the work will be expertly done and that the little things will be competently and reliably looked after.

For wrecker service phone day calls 6316 when in trouble — night calls, 5035.

Evelyn's Beauty Shop

Established Over 15 Years



"A Modern Shop for Modern Women" JUNE is GRADUATION, COM-MENCEMENT and WEDDING time and for something distinctive in the latest hair modes the well groomed matrons and misses of all Franklin County just seem to meet at Evelyn's in Greenfield.

Evelyn's Beauty Shop centrally located at 178 Main Street, Greenfield, Tel. 3740, is under the expert professional direction of "EVELYN" who has attained New York Beauty Show PRIZE WINNING HONORS for her competence in permanent waving. "EVELYN" is an exceptionally well-qualified beauty culturist who by virtue of a natural aptitude to the profession in which she is engaged and by wide experience she offers the highest type of service in her line. At this shop the best of preparations are used in the application of which they are most exacting. Telephone appointments are courteously waited on.

The writer is pleased to once again point out Evelyn's Beauty Shop to all her readers and says—To look your best and appear smartly groomed for your Graduation or JUNE Wedding make it a practice to visit the Evelyn's Beauty Shop in Greenfield for all your beauty requirements. Associated with Evelyn are thoroughly experienced operators.

Sheldegren Farm

Established Nearly 15 Years

Harry F. Koch, Manager
Registered
GOLDEN GUERNSEYS

Dairymen, please note: The Sheldegren Farm is one of the finest farms in the state—with a herd of 130 head they are in a position to fill your needs. When in need of replacements visit here.

Picturesquely situated at Shelburne Mountain, Greenfield, the Sheldegren Farm is KNOWN FOR MILES AROUND for his registered Golden Guernseys.

In the promotion of better dairying reliable sources for the supply of cattle is an important factor. In this respect the Sheldegren Farm is in a position to provide whatever your need might be to make your herd a better producing and more profitable one.

Farmers and dairymen throughout the Franklin county area and adjoining counties and states are indeed interested in having this market. An occasional check-up with Harry Koch, manager, in seeing what he has to offer, either in the sale or exchange of cattle is advisable from time to time.

In being a member of the NATIONAL GUERNSEY ORGANIZATION Harry Koch, manager, has the advantage of all research work for better breeding. Telephones 5088 and 5461.

In closing the writer once again points out that Harry Koch's many years' experience well places him in a position to render a ripened opinion in all matters pertaining to cattle.

Negus & Taylor

L. L. Negus Lee L. Taylor Franklin County's Oldest and Most Reliable Dealer in All Kinds of Granite and Marble Memorials.

Quality Monumental Work, Monuments, Markers, Memorials Erected Everywhere. Designs submitted and faithfully executed. Authorized Rock of Ages Representative.

In selecting a family memorial Negus & Taylor with office and display located at 10 Mill Street, Greenfield, Tel. 9552, can show you memorials built on the basis of quality.

When one builds a structure of any kind they usually consult a competent authority on all the details concerning materials to be used, arrangement, surroundings and location—so that the finished product will be in harmony with its purpose and setting.

The same care and careful attention should be taken in the selection of a monument or memorial—and Negus & Taylor are in a position to be of real assistance in submitting designs and in the execution of them.

This is an ideal time for those who have been considering the erection of a memorial, monument or headstone, for PROMPT DELIVERY, to consult or drop a card to Negus & Taylor, as they are at this time in a position to give thoughtful consideration and time to meet your desires. Winchester, N. H. subscribers contact our representative there—Thomas M. O'Connor. Tel. Winchester, N. H. 15.

Clark Hardware Co.

Est. 1928

Dealers in General Home, Farm & Builders' Hardware ... "SHERWIN-WILLIAMS" Paints. NATIONALLY Accepted Merchandise ... Farm Supplies ... Poultry Supplies ... Sporting Goods ... Seeds ... Glass ... Specialties. Distributors for "LUMINAL" ... America's Miracle Paint has These Big Advantages ... One Coat Covers ... Mixes with Water, Dries in 40 Minutes, Economical (1 gal. makes 1/2 gal.). No unpleasant odor ... one coat covers ... cement, brick, painted walls, wallpaper and plasterboard. "LUMINAL" One-Coat Interior Paint \$2.59 Gal. Your Business is Appreciated.

In every large trading center there are those establishments which by virtue of progressive management and quality merchandise plus knowing how to treat the public stand out. Such firm is the Clark Hardware Co., centrally located at 289 Main Street, Greenfield, Telephone 5694.

"Everything in Hardware" means a large supply of builders, home and farm hardware and specialties for which the Clark Hardware Co. is noted. They follow all the latest trade journals and keep up-to-date with a stock found always to be the best in the hardware line.

The goods carried here have been found always to be of the best quality consistent with the price at which the article is sold and at the Clark Hardware Co., you will find standard makes of the world's best manufacturers.

A very selective line of high-grade builders' hardware is carried in durable and attractive styles. Prospective

Roman R. Skibiski

Dealer in NATIONALLY ADVERTISED FARM MACHINERY "NEW IDEA" ... "ALLIS-CHALMERS" ... "MASSEY-HARRIS" ... Genuine Replacement Parts ... Servicing ... "HINMAN" & "UNIVERSAL" Milkers. Exclusive Representative in Franklin County for "HARVERLY" Milk Coolers with 4-inch Cork Walls. "FIELD-FORCE" Potato and Orchard Sprayers, Weeder, Potato Pickers, Silos, Electric Fence and Barbed Wire. Attention Readers: Make Plans Now for Your Post War Purchase of "HARVERLY" Home Freezers ... We Will Have One on Display about the 15th. Correspondence Solicited.

It is an accepted fact today that due to the DEFENSE program farm machinery dealers have been somewhat handicapped in getting new machinery to meet the needs of their clientele. Production schedules have been decreased substantially, however, Roman Skibiski with sales and service located in Sunderland, is doing all within his power to meet the needs of his many customers throughout the county. In addition to offering Nationally Advertised farm machinery he features Genuine replacement parts and farm machinery servicing.

Roman R. Skibiski is the exclusive representative in Franklin County for the "HARVERLY" milk coolers... this exceptionally well constructed farm efficiency product is equipped with a "SERVEL" compressor which product is manufactured by the telephone South Deerfield 210-2.

The Fashion Shop

(Credit System)

YOUR ACCOUNT INVITED

Outfitters for Men, Women and Children — Dignified Credit Extended to Residents of These Communities — Fine Selections of SUMMERTIME Merchandise, Priced Within Your Clothing Budget, Now Being Offered—Attractively Priced. — Your Patronage Appreciated.

The same is true of their men's department, where they make a specialty of catering to those of moderate means who wish to dress in the modern and distinctive manner that present day business and social activity demands.

The Fashion Shop realizing that in many instances family budgets prohibit cash purchases and for that reason are glad to offer credit arrangements. For the Girl or Boy Graduate of this shop you can Buy Advantageously.

This makes it possible to wear good clothes at moderate prices and pay for them on easy terms. Make The Fashion Shop your family clothiers.

(READER'S NOTE): Mr. George Zanos, Associated in Partnership with Mrs. Johanna Stearns in the Conduct of The Waffle Shop is now Serving His Country in the Coast Guard Service at New London, Conn. He Enlisted in This Branch of the Service in December, 1942.

The Waffle Shop, centrally located at 130 Main Street, Greenfield, is known for miles around as one of Greenfield's leading restaurants. Ably conducted by Mrs. Johanna Stearns, this business carries on in a most successful manner. The Waffle Shop has been established over 3 years and their clientele is a discriminating one. Those persons who appreciate the fact that all eating places serve food, yet with all due respect to others, there is a great difference in dining places. As a man or woman eats, just to he or she accomplishes... and these days when to Look Good, Feel Good and Do Good Work is not only plain, everyday "Good Business" but a Patriotic Duty.

The preparation and Serving of Food is not just a business at the WAFFLE SHOP. To the management food is more than something to eat—it must restore, sustain and maintain; it must make possible the maximum in ACCOMPLISHMENT for all those who partake of it. To the management of this distinctive dining place everything is secondary to having food "GOOD"—otherwise they would feel they were failing in their PATRIOTIC DUTY.

The writer in closing is pleased to once again remind old friends and acquaint new ones with the Waffle Shop in Greenfield.

SCIENTIFICALLY AIR-CONDITIONED FOR YOUR ADDED COMFORT

Alwin - Olga

EXCELLENT FOODS — MODERATE PRICES

Recommended by "DUNCAN HINES" in his "Adventures of Good Eating"—Prompt Courteous Service — Distinctive Atmosphere — Specializing in Sea Foods — For Delicious DINNERS Phone Greenfield 3168. Specializing in HOME-COOKING.

Truly the Restaurant Beautiful aptly describes Alwin-Olga, centrally located on Federal St., near Main St., Greenfield.

For modernistic appointments, soft lighting, and second-to-none comfort this truly metropolitan restaurant reaches a new high and the management is now to be complimented in their far-sighted business policy of providing the people of Greenfield and vicinity as well as those from all states the fine restaurant. Every last appointment has been provided for your added comfort.

The experienced management of Alwin-Olga extends the glad hand of hospitality to the people from these parts to stop in when hungry to enjoy a tasty sandwich, plate lunch, a full course dinner, sea foods, or just to meet friends and say "Hello."

This most inviting and later day restaurant is one place where groups may gather and enjoy fine food and in an atmosphere of quiet and refinement amid appointments of luxury and ease.

Service at Alwin-Olga is always given in the same unobtrusive manner. Nothing is left undone in the preparation of your food here that would make the enjoyment of its eating more appealing.

The writer suggests that all of the Alwin-Olga's many friends who have in the past spent many pleasant moments as their guests avail themselves soon again of their constant hospitality and during these Summer months invite your house guests to a really fine Sunday dinner here. Your party will surely be voted a big success.

Franklin Auto Supply Co.

SERVING FRANKLIN COUNTY

WHOLESALE — RETAIL

Dealers in NATIONALLY ACCEPTED Auto Replacement Parts. Distributors of "PRESTO-LITE" Batteries, "AUTO-LITE" Spark Plugs, "TIMKEN" Bearings and "KING" Quality Products. Complete Scientifically Equipped Automotive Machine Shop ... Motors Rebuilt ... Motors Reborn ... Starters & Generators Rebuilt ... Brakes Relined. Piston Pins Fitted for all cars. Starters & Generators Repaired. Clutch Work.

The Franklin Auto Supply Co., located at 19 Federal Street, Greenfield, Tel. 4664, has been established over 25 years and is under the experienced direction of Morrison Finnie, and is a valued asset to this entire section of the state. The Franklin Auto Supply Co. aids greatly in keeping the transportation system continually rolling on and in their line when it comes to automobile parts and machine shop service they offer a service second to none. Listed in their varied stock will be found QUALITY products from the nation's outstanding automotive manufacturers. Those products nationally

accepted and advertised in the better automotive journals.

Today, more so than ever, with the trend of the country due to world-wide conditions being conservation conscious, the Franklin Auto Supply Co. has been kept very active in supplying garages and service station operators with those parts necessary for auto, truck and farm machinery maintenance and machine shop service.

The

Capitol Insulations, Inc.

DISTRIBUTORS OF CAPITOL ROCK WOOL INSULATION

Heat — Cold — Fire — Sound

Installers of CAPITOL ROCK WOOL — Insulation for all Season Comfort in the Home — Installed in New or Occupied Homes (Blown Method). Free Estimate and Survey Service. Monthly Payments to Suit Your Budget. Prompt Attention Given to Out of Town Contracts. Mason Contractors for Brick, Plaster, Tile and Cement Work.

In every key city, town, village and hamlet today the most widely discussed subject is NATIONAL DEFENSE. From the WHITE HOUSE down in Washington the call of our government has been sounded asking for full cooperation from all. The Capitol Insulations, Inc., located at 37 Cleveland St., Greenfield, Tel. 3448, is an important enterprise in its service towards defense. Plan your insulation Contract during the Summer Months.

Many homes are now saving as high as 80% of Heat Loss, 35% of Fuel Cost, making it possible to heat upstairs and down uniformly, eliminating drafts. CAPITOL ROCK WOOL is non-combustible, vermin proof, sound deadening and will not deteriorate, lasting as long as the building in which it is placed.

Within the past few years a remarkable advance has been made in insulation for homes. CAPITOL ROCK WOOL in its present form and the pneumatic machine for installation have made it possible to easily and efficiently insulate the existing home, so it is no longer necessary to build anew to enjoy the comfort and economy derived from this now gen-

erally recognized protection against cold, heat and fire.

It is now a simple operation to fill the spaces between studs, under roof areas, or over ceilings in unoccupied attics, in fact anywhere with CAPITOL ROCK WOOL an absolutely fireproof product.

The CAPITOL INSULATIONS are

Authorized Applicators, equipped with

the latest type machine, electrically

powered from ordinary house current.

This machine is of small size and

weight, practically noiseless and can

be quickly moved about.

The operation is speedily accomplished without inconvenience or annoyance to house occupants and at a reasonable cost.

For operators the Capitol Insulations, Inc., employ men skilled in house construction and trained in the application of CAPITOL ROCK WOOL.

Town and county officials, building committees, Institutional Directors, and home owners throughout Franklin County write, phone or call personally Philip G. Vincent or Harry L. Williams and they will gladly go over your insulation problem in detail. Reference work shown on request.

Greenfield Rubber Co.

WESTERN NEW ENGLAND'S OLDEST RETREADING ESTABLISHMENT

24-Hour Service—Workmanship Guaranteed. Member of Master Retreaders' Association. Attention, Readers: If you can qualify you bring your TIRE CERTIFICATE and Purchase KELLY SPRINGFIELD TIRES. For Over 50 Years an American Leading Tire. Passenger Synthetic Tires 600x16 \$16.05 Plus Tax. Also PENNSYLVANIA, SIBERLING, GOODRICH, and MILLER TIRES at the Same Price. In Stock a few PRE-WAR TRUCK TIRES.

One of the most essential services available for the motorists, truck and tractor operators is that offered by the Greenfield Rubber Co. with a fully equipped plant located at Cheapside, Greenfield, Tel. 3045. Under the Experienced Management of Edward Petrin and Joseph Bellenoit, Props., the Greenfield Rubber Co. makes it possible for the motorist to get MORE MILES out of his tires. Figures show a saving of 50% is possible here.

Due to world-wide conditions all of us have felt in some measure or other the handicap of not being able to get things we were accustomed to having. CONSERVATION is the keynote today and the motorist has become very conscious of this when it comes to the tire problem.

You do not need a CERTIFICATE today in order to have your tires retreaded. Our government has made things more flexible and in keeping with the present regulations the

Greenfield Rubber Co. has been very busy the past several months on meeting the needs of their large clientele on expert tire retreading. At their plant in Greenfield they have complete equipment and they employ the latest FACTORY METHODS.

STATISTICS from motor registrars

show a large number of accidents are due to SMOOTH TIRES—Check yours...don't be a smoothie...have them retreaded for that additional 10,000 miles of service. By letting your tires get worn and smooth you endanger your own life as well as the lives of others.

The writer is pleased to recommend the Greenfield Rubber Co. to all motorists, truck and fleet operators, garage and service station operators.

This firm greatly appreciates your patriotic co-operation today and they want to assist you in every way during these abnormal times. Let them inspect your tires and help you apply for a Ration Certificate.

Royal Food Products

Leading Wholesale Distributors of Quality Food Specialties — Serving Hotels, Office and Route Restaurants, Stores and Bars with a Dependable Service — Courteous Personnel. Invest in Victory—Back the 5th War Loan Drive.

Under the capable direction of Messrs. Herzog and John Siano, the Royal Food Products with office and warehouse located at 22 Miles Street, Greenfield, Tel. 7076, is a valued institution to this part of the state in that they provide quality Food Specialties, mayonnaise, cheese, olives, pickles, cherries which are served to the retailers throughout these communities.

The products of this firm are on sale throughout these parts and are sought by discriminating people— their accounts are rendered a rapid delivery service at all times by this progressive firm thus assuring the trade of quality products at all times.

In the conduct of a business of this character, there is required a great deal more than the average layman

gives thought to. To be able to make certain of putting before the trade quality food specialties the management of the enterprise must have a knowledge of the sources best suited to supply them which is a most important factor.

The Royal Food Products, under the direction of a capable management, has had a wealth of experience in every branch of this business and by reason of quality products may well be said to be a most representative wholesale firm.

If you run a store restaurant hotel or bar establishment and have never tried dealing with this Greenfield firm, call them and get their price list, try a few of their products and find out how much it is to your advantage to trade with the Royal Food Products.

Central Auto Body

CONSERVE YOUR CAR AT A CONSERVATIVE COST

Wrecks Repaired — Fender Work — Painting and Welding — Complete Wheel Aligning, Axle and Frame Straightening Services — Car Washing, Polishing and Simonizing — Services — 24-Hour Towing Service — Estimates Gladly Submitted.

The Central Auto Body with office and fully equipped plant located at 41 Davis Street, Greenfield, Tel. 4572, Nights, Sunday and Holiday calls, Tel. 4420, is known for miles around as "The auto rebuilding plant of all Franklin County."

This establishment is headquarters for motorists, fleet operators and garagemen and is owned by Walter Vokes.

Featuring first class workmanship only and having the equipment to handle every phase of the auto rebuilding work from the smallest dent to a complete overhauling of damaged cars, it can well be said that the worse the wreck the more pride The

Central Auto Body take in the results they accomplish.

No matter what kind of a smashup you might have been in you will find the Central Auto Body will be able to take the car or truck and put it in such condition that you would never know it had been in a collision.

Duo painting, color matching and striping is also featured here, this being an Authorized Duo Refinishing Station.

In this Greenfield review the writer is pleased to once again point out and recommend the Central Auto Body to the people throughout these communities and suggests to them to call on them for estimates on contemplated work.

Bill's Restaurant

AIR CONDITIONED

Good Food, Served Courteously in Pleasant Surroundings. Choice Liquors — Rare Wines — Properly Cooled Beer and Ale. Broiled Live Lobsters Served Daily — Courteous Personnel.

"WE BUY THE BEST" — WE SERVE THE BEST! is a most applicable slogan for the ever popular and well-managed Bill's Restaurant at 30 Federal St., Greenfield. This inviting restaurant is under the popular direction of Messrs. Romeo Aucilar, George Roy and George Goulet, who extend a cordial welcome to their many friends throughout Franklin County.

People come from far and wide to patronize Bill's Restaurant because the reputation of a good eating place becomes widespread. Cooking is an ART and in the preparation of tasty dishes Bill's Restaurant is an eating place to be assured of the finest foods which are properly prepared and served right. It is an accepted fact that we all like variety in a menu and it is to this end that this eating place

strives.

At the bar you can get your favorite drink mixed as you like it. All the leading brands of Domestic and Imported Liquors are carried as well as choice lines of beer and ale.

Poor eating places are not the exception by any means and in closing the writer is pleased to point out and recommend Bill's Restaurant to all his readers. Those of our readers employed in Greenfield will find this BETTER CLASS establishment an ideal place to stop in whether it be for full course meals, sandwiches, choice beverages or just to meet friends and say "HELLO."

Facilities are also available for special parties and the management welcomes inquiries from those persons planning these occasions — helpful menu suggestion is provided.

THRU THE EYES OF THE PRESS

Franklin County Lumber Co.

"QUALITY LUMBER AND MILLWORK FOR OVER 50 YEARS"

Serving Franklin County — Nationally Accepted Building Materials of Every Description — 4-Square Lumber — "BIRD" Products — "CURTIS" 1866 Woodwork — "LOWE BROS." Paints — "Libby-Owens-Ford" Plate, Auto and Window Glass — "Gold Bond" Wallboard — Insulation — "Upson" Board — Masonite etc. Free Advisory Service on RENOVATIONS and FINANCING. Complete Millwork Service.

The Franklin County Lumber Co. with office and yards located at 54 Hope St. and So. Deerfield office at 160 Sugar Loaf St. Tel. Greenfield 4324 or So. Deerfield 195, has for over 50 years been an important factor in the upbuilding of Franklin County.

This firm is known throughout the county for their PRICE, QUALITY and EFFICIENT SERVICE. One of the decided advantages in dealing with this firm is that a purchaser has the assurance that the products of leading manufacturers are carried by them. Their judgment is a ripened one. Quality materials — materials that have withstood all tests are featured. Now NATIONAL DEFENSE includes HOME DEFENSE. HOME DEFENSE sometimes means remodeling and it always calls for certain MAINTENANCE requirements. It goes without saying that this past winter has been a severe one. The roofing of every home and farm building calls for a periodic checkover. In this respect BIRD, Roofing Products carried at this firm will answer your prob-

lem. These products are so constructed that if need be they are readily applied and with complete satisfaction by Mr. Home Owner himself—so it is today with most any product which is designed for home improvement and maintenance purposes.

SUMMER TIME IS IDEAL PAINTING TIME. Protect your town and farm properties and be in line with our government's request for CONSERVATION. "LOWE BROS." PAINTS featured. They are made under the most exacting specifications and meet all requirements for interior and exterior uses. Come to-day and talk over painting problems with this firm.

In this, our Greenfield review the writer is pleased to once again assure his readers that QUALITY PRODUCTS plus helpful suggestion and instruction is extended to all by the Franklin Lumber Co. You will find Mr. Edward F. Hauke, general manager willing to assist you in any plans for remodeling or general maintenance plans. Back the INVASION—Buy that EXTRA WAR BOND TODAY.

Dunklee Sand and Concrete Products Co.

Manufacturers and Dealers in High-Test Crystal Sand; Power Tamped Steam Cured Concrete Blocks and Bricks; Cinder Blocks; Excavating Contracts; Out-of-Town Work Solicited; Estimates Gladly Given.

With office located in Millers Falls and scientifically equipped plant located on the Gill Road, Greenfield, phone office 4100 or Millers Falls 2421.

Within the past months many farmers and dairymen throughout Franklin County have been purchasing the above mentioned products of this firm. The personnel of the Dunklee Sand and Concrete Products Co. offers a complete advisory service to the farmer in assisting him in planning out building construction. With the acute lumber position today due to war conditions FARMERS have had to suspend, to some extent, their renovation farm programs on building, however, you do not have to have a PRIORITY to purchase the Dunklee Sand and Concrete Products Company's concrete blocks—another advantage is that Mr. Farmer is not confronted with a labor problem as in most cases he can do the work himself. When you build with their power tamped, steam cured concrete blocks and bricks your building is fireproof, will last a long time.

To the average person sand is sand and rock is rock but it is of the utmost importance to a construction job that the particular grade best suited to the job be used and that it comes from a reputable dealer. Engineers

always make these specifications. The Dunklee Sand and Concrete Products Company's sand, blocks, and bricks stand a high state test.

In addition to being the owners and operators of the Dunklee Sand and Concrete Products Co., Messrs. John and Pete Mackin are also engaged in the fuel products and general trucking business. A dependable service plus quality fuel products are offered: Coal, coke, range and fuel oils; delivery service to home, mercantile or farm buildings. Be Patriotic—place your order early.

In the highly specialized general trucking and motor freight service the Mackin Trucking Co. are known for miles around and their trucks are seen on all roads serving the merchants, manufacturers and the general public.

In this business review the writer once again calls attention of town and county officials, manufacturers, institutional directors, building committees, and property owners, that the Dunklee Sand and Concrete Products Co. is well prepared to submit estimates in these lines and are ready to offer first-class products and service. For your fuel problems as well as a dependable general trucking service, phone 4100 Greenfield for prompt, courteous service.

Greenfield Farmer's Co-operative Exchange

Leading Dealers in Grain, Flour, "Eastern States" Quality Feeds; Edison Cement; Eastern States and Niagara Items Needed About the Farm and Home. Your Patronage Appreciated.

The Greenfield Farmers' Co-operative Exchange, with office and warehouse located below the railroad station, on Deerfield Street, Greenfield, phone 9639, has made a careful study of this business and the people of these communities are indeed fortunate in having so close at hand a firm that is prepared to advise and discuss intelligently the matter of feeds for the various livestock.

The selection of properly balanced feed is of vital importance in the handling of livestock and poultry. Much depends on the selection of feed as well as regards the success that will be met with the enterprise of raising

livestock or poultry whether for personal use or commercial purposes.

EASTERN STATES feeds which

the Greenfield Farmers' Co-operative Exchange store features, are quality feeds and the BEST advertisement they have is attested by the wide recognition these feeds receive.

It is a noteworthy fact that Franklin County is one of the best fruit growing counties of the state. The orchardists of this area take pride in their crop production and for the protection of the fruit trees the Greenfield Farmers' Co-operative Exchange offer the finest in Eastern States and Niagara spraying materials.

cookies and sugar, raisins and jelly doughnuts—the high standard of their products guarantees a pleasant reception whenever served.

Poor bake shops are by no means the exception, and it is a pleasure for us to direct the attention of our readers to the unusually high quality and tastiness of their products. Here, products are baked daily—displayed in a most appetizing manner that serves to sharpen the taste for parties, banquets, weddings or any special occasion.

Fish's Bakery has always been a popular center for people of Greenfield and surrounding towns who appreciate deliciously fine cakes, pies, falls.

Fish's Bakery

FINEST BAKERY PRODUCTS From the FINEST BAKE SHOP — Save Your Food Rationing Stamps — Eat More Bakery Goods — No Coupons Required — Made Fresh Daily From Their Own Individual Recipes — Special Attention Given to Wedding, Birthday Cakes and Special Order Work.

Centrally located at 116 Main St., Greenfield, Tel. 3592, Fish's Bakery under the experienced direction of Mr. Fish specializes in fine pastries, made of the most wholesome ingredients. Their products are all made from their own individual time-tested recipes.

Fish's Bakery is ready to make up to individual order, anything in the pastry line as well as to provide for parties, banquets, weddings or any special occasion.

Fish's Bakery has always been a popular center for people of Greenfield and surrounding towns who appreciate deliciously fine cakes, pies, falls.

WEAR, all are handled with care. SUBSTITUTE CLEAN CLOTHES FOR NEW CLOTHES—by entrusting your work as you always have to The Royl—neat wearing apparel wins the admiration of all—simply plan ahead—they will handle it with the utmost care—and remember their guarantee is just what they say. QUALITY WORKMANSHIP means LONGER LIFE for the garment—it's worth while to be a little thoughtful—PLAN AHEAD!

Royl Cleaners & Dyers

MRS. FLORENCE H. DADNUM, Manager
LICENSED SANITONE CLEANERS

Nationally Advertised in The Saturday Evening Post and Good Housekeeping We Serve This Entire Trade Area With Quality Work and Dependable Service. Your Patriotic Cooperation is Appreciated. PLAN YOUR WORK AHEAD.

At the Royl Cleaners and Dyers each and every garment is carefully cleaned, faultlessly pressed and thoroughly examined before delivered to you. You will find there is a difference. This is why their service is the "Top" in dry cleaning and is sought by the most particular people.

The Royl Cleaners and Dyers have every facility to turn out high grade work, no article is too fine or difficult for them to handle. EVENING GOWNS, FINE DRESSES, SPORTS-

MANSION HOUSE

Famous for Good Food for Over a Century

Dutch Grill Room Main Dining Room

Century Room

Joe Poirier, Headwaiter

Bright Spot of the Town for Informal Dining and Quality Beverages

ROOMS WITH RUNNING WATER

ROOMS WITH PRIVATE BATHS

FREE PARKING

Mansion House Hotel, Inc.

ANDREW H. LANE, Manager

AMERICAN OIL CO.

L. J. BURNISKY, County Agent

"Liberty Worth Fighting For is Worth Paying For"

BACK the INVASION—Buy that extra War Bond During the 5th War Loan Drive

54 MONTAGUE ROAD

GREENFIELD

D. R. ANNE M. FIELDING

Osteopathic Physician